



**Town of Trumbull
Economic Development Commission Meeting**

5866 Main Street
Trumbull, CT 06611
Thursday, July 19, 2007
7:15 p.m.

AGENDA

- | | | |
|----|----------------------------------|--------------------------|
| 1. | Approval of June Meeting Minutes | Bob Matthews |
| 2. | Director's Report | Deborah Cox |
| | Recruitment Efforts | |
| | - Website Updates | |
| | Retention Efforts | |
| | - Cadbury | |
| | Update on Property Developments | |
| | - Trefoil | |
| | - CooperSurgical | |
| | - D'Addario | |
| | Marketing/PR | |
| | - Advertising | |
| | - Films in Trumbull | |
| | Other | |
| | - State funding | |
| | - Strategic Plan | |
| | - Trumbull Center | |
| 3. | Planning & Zoning Regs Update | Bob Matthews |
| 4. | Annual Report | Deborah Cox/Bob Matthews |
| 5. | Business Community Involvement | All |
| 6. | New Business | All |



**Town of Trumbull
Economic Development Commission Meeting**

5866 Main Street
Trumbull, CT 06611
Thursday, July 19, 2007
7:15 p.m.

CALL TO ORDER: The regular meeting of the Town of Trumbull Economic Development Commission was called to order at 7:25 p.m. by Chairperson Bob Matthews.

IN ATTENDANCE: In attendance were the following:

Martin Arnold	Jim Abraham	Steve Hodson
Beryl Kaufman	Karl Mizak	Bob Matthews

Deborah Cox

Absent: Barry Diamond, Jeff Dorfman, Susan Kohn

MEETING MINUTES:

1. **Approval of June 21, 2007 Meeting Minutes.**

A **motion** was made to approve the minutes of June 21, 2007 by Jim Abraham, and seconded by Beryl Kaufman.

VOTE: A vote to approve the June 21, 2007 meeting minutes was passed unanimously.

2. **Director's Report**

- Deborah Cox submitted the Director's report for July, 2007. See Attachment

3. **Zoning Regulations Review:**

Bob Matthews and Deborah Cox met with P&Z Consultants, Mark Branse and Dick Eigan, to review the EDC recommendations for changes to the Zoning Regulations. The objectives of the meeting were to gain additional knowledge and insight from Mr. Branse and Mr. Eigan and to determine whether there were any legal or philosophical issues with the basic principles outlined in the EDC recommendations.

- Both consultants agreed in principle with recommendations pertaining to design district, medical usage, and the concept of mixed usage.
- They supported the concept of architectural reviews, but only in regard to village districts.
- They did not agree in principle with the recommendation of allowing free-standing restaurants in an IL zone.
- It was unclear whether they will address the recommendation to remove the 1,000 square foot proximity prohibition for restaurants in the BC and IL zones, excluding



IL3 areas, although they verbally seemed to be in agreement with the EDC's position.

There was general support from the EDC for Commissioner Karl Mizak's suggestion to use the term "gateway district" when referring to design district as a means of promoting Route 111 and Main Street near the Mall..

Jim Abraham suggested a restriction to specific hours and weekdays for client and employee visitations be added to the recommendations for the home offices.

Bob Matthews will forward the EDC Recommendations for Planning and Zoning Regulation as approved during the June meeting, with the modifications to home office visitors (note: the modification is now reflected in the attached documented).

4. Annual Report

Deborah Cox provided a draft of the Annual Report. Commissioners are asked to provide recommended changes so that the document may be finalized and submitted in early August.

5. Business Community Involvement

While it is mutually beneficial for businesses to become actively involved in the community, the EDC agreed that it is not part of the EDC charter to direct such activities. However, the EDC would like to encourage such involvement when opportunities arise. For example, the director may provide list of organizations (as found in the Town Guide) and mention specific opportunities when meeting with business representatives, or when opportunities seem appropriate.

6. New Business:

- Film Industry: Steve Hodson will provide photographs for potential sites of interest for film productions. Deborah Cox will assure that postings in CERC are feeding to the film industry
- Advertising: Martin Arnold and Deborah Cox to work on ad schedule for Fairfield County Business Journal
- James Slater is working with Deborah Cox on the EDC Strategic Plan. The purpose of the plan is to provide a framework from which to work; to act as a communication and marketing vehicle; and to heighten the understanding and professional nature of the work of the EDC. Mr. Slater presented data pertaining to the employment demographics and the industry clusters that have surfaced in his analysis. The consensus from the EDC is that the data being modeled by Mr. Slater and the information that will be included in the plan will help provide a sound strategic direction for the commission and the town.
- This week, Money Magazine announced its top 100 best places to live, and Trumbull came in as Number 68. This is an exciting opportunity for the town and for the marketing efforts with the EDC, and we have already undertaken a flurry of activity to take advantage of the announcement:



- A press release was sent to The Trumbull Times, the CT Post, and the Fairfield County Business Journal. The Times and the Post each published an article covering the destination.
 - The July advertisement placed in the New Haven Business Journal will include a line about the destination, and any other ads placed this year will also include a mention of the destination.
 - Channel 17 will include the destination in the scroll bar and will periodically present the press release on the screen.
- Due to some recent bidding decisions made, Deborah Cox suggested that the EDC consider recommending a change to the town charter so that some extra weight be given to Trumbull businesses who respond to an RFP. Such weight could have a positive benefit on economic development. Some other towns have adopted an ordinance that allows for small weighting in favor of a town business. Deborah Cox will research other town charters and ordinances and provide a draft of wording to be proposed to town officials.

A motion was made by Jim Abraham to pursue a model of an ordinance or appropriate wording that could be used in a recommendation made to the Town Council. The motion was seconded by Steve Hodson.

VOTE: The vote to pursue a model ordinance or appropriate wording for review passed unanimously.

Meeting Adjourned at 9:22 p.m.

Next Meeting – August 16, 2007

Respectfully submitted,

Deborah Evans Cox
Director, Economic Development

Attachments



ATTACHMENT I

Town of Trumbull
Economic Development
July, 2007 Director's Report

Director's Report

Recruitment Efforts

- Advertised in New Haven Business Journal in July
- Vacant Properties and some press released updated on Website

Retention Efforts

- Major company indicates they will be leaving in next 12 months
- Met with some major businesses, including those at picnic at 35 Nutmeg Drive

Update on Property Developments

- Trefoil project being presented to ZBA in August. Support from the business community is welcomed. Developers presented to BRBC at D. Cox's invitation and BRBC will be sending letter of support to ZBA.
- CooperSurgical delayed in P&Z – hearing in July or August
- D'Addario Property being listed – searching for suitable development
- New property on Cutlers Farm being reviewed for development opportunities

Marketing/PR

- Advertising in additional journals beginning this summer
- 3 films shooting in Trumbull this summer
- Press Release and interviews for Money Magazine Recognition
- Posted Press Release on Channel 17
- Contributed to Town Guide coming out in August
- Looking into Fairfield County Business Journal Ads

Planning & Zoning Regs

- Suggested modifications have been sent to P&Z by EDC. P&Z is still working on their changes and seem to have incorporate some suggestions from EDC. Also assisted P&Z on signage issue.

Other

- State funding not yet presented due to absence of plans from developers
- Strategic Plan being developed
- Trumbull Center enhancements currently on hold
- Prepared Draft of Annual Report for Review

Respectfully submitted by,
Deborah Evans Cox, Director



ATTACHMENT II

ZONING REGS INPUT FROM ECONOMIC DEVELOPMENT DRAFT (as of 07/19/2007)

Trumbull's Economic Development Commission has been asked to provide input to Trumbull's P&Z Commission's process of revising the town's zoning regulations. The key area of the present zoning regulations that covers commercial, retail, and industrial use is Article II; however, Articles VII and VIII also have implications for economic development interests.

The Trumbull EDC has chosen to provide its thoughts and recommendations by subject areas, versus line item analysis of the present regulations. The identified areas of concern (in no priority order) to the EDC are as follows:

1. Design Districts
2. Restaurants and Leisure Centers
3. Medical Facilities
4. Building Heights
5. Mixed Usage Designations
6. Architectural Review Processes
7. Home Based Businesses

Further elaboration on each of these categories follows.

1. DESIGN DISTRICTS

SITUATION

- Housing on certain major roadways may no longer be good residential locations
- Certain business/professional activities now seeking small office locations
- Strengthening of the existing Design District, plus possible creation of new Districts, could enhance property values in these areas, improve the appearance of entrances into town, and also provide resources for local services



PRESENT ZONING REGS

- Covered in Article II, Sec. 1F -- single district on White Plains Rd.
- Condition 2e stipulates that there be only one business activity per dwelling, plus no more than two “like” businesses in same district (e.g. Attorneys)
- Signage for said businesses is restricted to less than one half sq. foot

EDC RECOMMENDATION

- Establish an updated “Design District” definition
- Allow multiple complementary businesses in each dwelling of the district for the purpose of synergy
- Remove restriction of “like” businesses within a district
- Establish signage parameters that allow approved signs of up to 3 sq. feet (readable from road)
- Create a clause allowing for the establishment of future districts subject to P&Z approval.

2. RESTAURANTS/LEISURE CENTERS

SITUATION

- Currently shortage of full service restaurants within Trumbull – rated as top need in recent community wide survey
- Survey also indicated that residents want multiple dining options, seasonal outdoor dining, coffee shops, and leisure activity centers which would support a more pedestrian life style.

PRESENT ZONING REGS

- Various clauses prohibit the establishment of general public restaurants in Office Parks and IL zones
- Article II, Sec.2C6 restricts outdoor dining permits to one year



- Article VII, Sec. 4 prohibits sale of alcoholic beverages (such as required in full service restaurant) if within 1000 foot proximity of another

EDC RECOMMENDATION

- Remove 1000 foot proximity prohibition for BC and IL zones, excluding IL3 areas
- Redefine Article VII, Sec.4.1 (Shopping Centers) to allow for dining and leisure clusters
- Remove prohibition of general public restaurants for full service restaurants in designated IL and Office Park Zones, excluding IL3
- Create language that allows for outdoor dining in designated areas. Extend permits beyond one year to allow for better business planning

3. MEDICAL FACILITY UTILIZATION

SITUATION

- Medical industry is fastest growth segment in American business
- Required resources range from medical offices to labs and diagnostic imaging centers, to living facilities for elderly
- These activities provide services, job creation, and significant tax revenues
- At same time, growth of commercial office space has slowed due to consolidations, technology, and utilization of alternative office space

PRESENT ZONING REGS

- Article II refers to utilizing commercial buildings for medical usage only when excess capacity
- Other language (p.39) suggests that medical buildings must be at least 50% occupied by traditional medical activities
- Article VIII, Sec. 3 states that Assisted Living Facilities can only exist in residential zones
- Wording in all areas re medical utilization is not aligned with current environment



EDC RECOMMENDATION

- Eliminate wording that restricts medical utilization only if excess capacity. Also eliminate requirement that medical buildings have minimum 50% medical utilization
- Allow for development of Assisted living Facilities in both residential and designated IL and BC zones.
- Utilize Intl. Traffic Engineering Book of Parking & Transportation for contemporary parking requirements

4. COMMERCIAL BUILDING HEIGHTS

SITUATION

- Opportunities for significant development investment in Trumbull based facilities may not compare favorably with neighboring towns
- Existing companies in Trumbull have limited space in which to expand

PRESENT ZONING REGS

- Article II, Sec. 3.1F6 stipulates that office buildings shall not exceed 3 stories in IL zones (4 stories at intersection of major highways)
- Maximum height of buildings in Commercial zones is 35 feet

EDC RECOMMENDATION

- Expand height maximums to six stories in IL3
- Develop wording that might allow for maximum of four stories in other IL zones and BC zones dependent upon topographical review and subject P&Z approval
- Both recommendations are made with assumption of establishment of future architectural review process

5. ARCHITECTURAL REVIEWS

SITUATION



- Present commercial zoning reviews constantly have references to maintaining the character of the town. In fact, many projects have been allowed, both commercial and residential, that have no specific characteristics common to town character
- There are no established parameters for design of buildings or grounds for various projects – each is dealt with separately with different thoughts and biases
- The responsibility for maintaining an architectural oversight for the town rests with no existing group

EDC RECOMMENDATION

- Create an architectural review group to provide input to P&Z during project considerations.
- Develop overall parameters for buildings, landscaping, etc. that allows for developers to present plans against a model
- Institutionalize this process as requirement for new development, as well as renovations, for Town of Trumbull

6. MIXED USAGE DEVELOPMENT

SITUATION

- There is a growing trend throughout the region and country to recreate small downtowns or mixed residential and commercial/retail development within certain areas
- Developers are viewing this type of development as both an alternative to the slowing commercial office market as well as meeting the desires of a growing population.
- Trumbull presently does not have any areas developed or designated for this use, and no experience in how to formulate these lifestyle areas.

PRESENT ZONING REGS

- There is no coverage of this concept in present regs. Some clause in present regs would prohibit such projects – such as mixture of retail and residential

EDC RECOMMENDATION



- Develop mixed usage language in new regs – use other communities as model. Provide flexibility in language to allow for differing models, subject to P&Z approval.
- Incorporate village district concept into this new section
- In concert with EDC and other commissions, explore target areas within existing BC and IL zones for application of this new concept

7. HOME BASED BUSINESSES

SITUATION

- According to the U.S. Small Business Association, small businesses can be engines of growth and new jobs. There are an estimated 25.8 million small businesses in the United States. Small businesses have:
 - Generated 60 to 80 percent of net new jobs annually over the last decade and
 - Employed 50.6 percent of the country's private sector workforce
- Home-based businesses are the predominant form of small business.
 - According to the U.S. Census Bureau, almost half (49 percent) of the nation's businesses are operated from home.
 - Top industries for home-based businesses were: professional, scientific and technical services, construction, and retail trade and other services (such as personal services, and repair and maintenance). Over 60 percent are in service industries, 16 percent in construction, 14 percent in retail trade, and the rest are scattered across the manufacturing, finance, transportation and communications, wholesale trade, and other industries that make up the U.S. economy.
 - Ninety-one percent report no paid employees.
 - Home-based businesses are highly attractive to women, stay-at-home mothers, and retiring baby-boomers and seniors.

PRESENT ZONING REGS

- Trumbull's zoning regulations as amended effective April 12, 2007, are clear and simple but limit reasonable visitation or minimal administrative support.
- Customers, employees, and delivery of goods are not permitted for home-based businesses.

EDC RECOMMENDATION

- Provide more flexibility for limited client visitations (such as 3 business-related visits in a 24-hour period), Such visits would be limited to Monday thru Friday between the hours of 9 AM and 5 PM.



- Allow the ability to have one support staff, and limited delivery of goods (such as once per day in addition to regular USPS mail delivery).